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ABSTRACT

Supporting performance objective 3 of the V-TECS (Vocational-Technical Education Consortium of States) Secretarial Catalog, both a set of student materials and an instructor's manual on developing publication materials are included in this packet. (The packet is the second in a set of three on organizing and planning--CE 016 987-989.) The student materials include two instruction sheets with self-check activities, check-out activities, and the instructor's final checklist. The instructor's manual includes notes to the teacher. The materials are designed for self-paced individual instruction and may be adapted for use with large groups. (A separate booklet--CE 016 911--lists contents for the three packets in this set along with those in several other sets--seventy-eight packets in all--based on the same V-TECS catalog.) (JT)

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ORGANIZING AND PLANNING DEVELOPING PUBLICATION MATERIALS

STUDENT MANUAL

Materials in this Lesson
have been

Modified by

Pat Chapman

from
Materials Developed and Graciously Provided by
Bureau of Vocational Education, State Department of Education
and
Department of Vocational Education
College of Education, University of Kentucky

These materials support
Performance Objective 3 of the
V-TECS Secretarial Catalog

State Department of Education
Office of Vocational Education
Office Occupations Education
Columbia, South Carolina 29201

In Cooperation With

Vocational Education Media Center
Clemson University
Clemson, South Carolina 29631

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

I. LEARNING ACTIVITY PACKAGE ON PLANNING LAYOUT AND MAKEUP OF MATERIALS TO BE PRINTED

An efficient secretary may be asked to design a promotional flyer to publicize a company event or a company product. Occasionally a secretary may also be asked to sketch the layout and makeup of a catalog page. At times you will also need to determine how the material will be used, which material should be included, and how the finished product will be reproduced. There are several steps that you should consider when planning the layout and makeup of a promotional flyer and catalog page.

II. PERFORMANCE OBJECTIVE

Given materials for one promotional flyer and one catalog page which are to be printed, plan and sketch the layout and makeup of each item. Performance will be based on completeness and attractiveness as determined by the instructor.

III. PREREQUISITE

Student should be enrolled in office procedures.

IV. RESOURCE MATERIALS

Provided	Instructor will Provide
Instruction Sheets	Office furniture catalog or
Self checks	School furniture catalog
Activity Sheets	Crayons or colored pens

V. LEARNING ACTIVITIES

Kentucky materials follow.

LEARNING ACTIVITIES

1 READ Instruction Sheet I, CHARACTERISTICS OF ADVERTISING LAYOUT.

(or)

2 CHECK YOUR KNOWLEDGE of layout by completing Student Self-Check I, DESIGNING A PROMOTIONAL FLYER.

(or)

3 READ Instruction Sheet II, PASTE–UP OF CATALOG PAGES.

(or)

4 CHECK YOUR KNOWLEDGE of preparing a catalog page by completing Student Self-Check II, BRINGING CATALOGS UP TO DATE.

5 ARRANGE with your instructor to complete this module by going through the Check-Out Activities.

INSTRUCTION SHEET I

CHARACTERISTICS OF ADVERTISING LAYOUT

There are several items to consider when planning advertisement layout. It is important that the flyer or catalog page attract attention. This can be done by using vivid colors and various types of lettering. The flyer or catalog page must keep the reader's interest. Cartoons with catchy sayings, pictures or gimmicks create interest. Desire must be created in the reader to help "Sell" the idea or product. A youthful appearance as the result of taking vitamins or beautiful hair as the result of using certain hair products create a desire in the reader to be youthful and/or beautiful. Finally, the flyer or catalog page should secure action by the reader. The reader should immediately sign up for the company picnic or buy a product in the company catalog.

In designing a flyer that is to promote a certain event, remember to include all of the necessary information. The flyer should answer the questions of What? When? and Where?

The final product that you design should be arranged attractively so that it is pleasing to the eye. It should be easy to read, clearly stated, and fulfill the purpose for which it was designed.

STUDENT SELF-CHECK I

DESIGNING A PROMOTIONAL FLYER

You are secretary to Mr. Jack Dorman, Executive Vice President of R. C. Lions & Company. Mr. Dorman has been asked to head the annual blood donor drive.

The company (with 250 employees) needs 100 pints of blood for its blood bank. The blood mobile will be in the front parking area Tuesday, March 15 and Wednesday, March 16. Employees will be permitted time off from work to donate. The immediate family of the employees who donate may receive blood from the bank if it is so needed.

Design and make a one page flyer to promote the blood drive. Decide how many copies will be needed and how you will reproduce them. When you have finished, show your work to your instructor or fellow student for comments.

INSTRUCTION SHEET II

PASTE-UP OF CATALOG PAGES

Periodically it will be necessary for catalogs to be up-dated. New products are constantly being developed and older products are being discontinued. Many times prices change. Price changes however, should not be the only criterion in making a new catalog. A price list can be attached to catalogs giving new prices rather than reprinting the entire catalog. It is an expensive process to reproduce a catalog.

When it is absolutely necessary to up-date a catalog, use the old catalog as a guide. Many of the same pictures and descriptions can be used. Be sure that an authorized person marks the items in the catalog that are to be discontinued. Then make a list of new items that are to be included. Decide where the new items should be placed in the catalog.

Cut out the items and descriptions from the old catalog that can be used in the new catalog. Using a sheet of paper the size of a catalog, arrange the items in an attractive manner. Be sure to leave room on the appropriate page for new items. Keep in mind the four characteristics of advertising layout (attention, interest, desire, action) as you plan the pages. When the page is correctly arranged, paste the cut-outs in the proper place.

Evaluate your work by asking:

1. Is the material pleasing to the eye?
2. Is the material easy to read?
3. Is the message clearly stated?

STUDENT SELF-CHECK II

BRINGING CATALOGS UP TO DATE

Obtain from your instructor a catalog of standard office furniture, school furniture or similiar items. (Not a shop-at-home catalog.)

Assume that all items in the catalog have increased 8% in price. Update one page of the catalog. Be sure to compute the new price for each item. Leave out one item from the old catalog page and design a suitable replacement. For example, if you leave out a two-drawer vertical file cabinet you might replace it with a two-drawer lateral file, open shelf file, or even a cartoon character designed to get the reader's attention.

When you have finished, show your work to your instructor or a fellow student for comments.

CHECK-OUT ACTIVITIES

The statements below explain the activities you must be able to complete in order to finish this module. As you go through each activity, your instructor will rate your performance using the Instructor's Final Checklist, PLANNING THE LAYOUT AND MAKEUP OF A PROMOTIONAL FLYER AND CATALOG PAGE.

Remove the sheet from this module labeled Check-Out Activity 1.
Follow the directions for preparing a promotional flyer.

Remove the sheet from this module labeled Check-out Activity II.
Follow the directions for preparing a catalog page.

CHECK-OUT ACTIVITY I

You are secretary to Mr. Gary Jones, Vice President of Rankin and Jones, Inc. Mr. Jones is in charge of the annual company picnic.

The picnic will be at Boone Woods, on Saturday, June 24, from 10 a.m. until 10 p.m. Food and refreshments will be provided to all 125 employees and their immediate families, free of charge. Games and prizes for all ages are being planned. Employees are asked to sign up with their department head by June 20, so that Mr. Jones will know how many people to expect.

Design and make a one-page flyer to promote the picnic. Decide how many copies will be needed and how you will reproduce them. When you are finished submit your work to your instructor to rate, using the Final Checklist.

CHECK-OUT ACTIVITY II

Mr. Jones has asked you to bring the company's catalog up to date for the printer. Previously the catalog has been printed without color. Mr. Jones is considering using color on several important pages, but he would like an idea of how it will look before he decides.

Using the catalog in Student Self-Check II, update one page. All prices have increased 12%. Be sure to compute the new price for each item. Use magic markers to indicate color on the page. Leave out one item from the old catalog page and use the extra space for better placement. When you have finished submit your work to your instructor to rate, using the Final Checklist.

Instructor's Final Checklist

DEVELOPING PUBLICATION MATERIALS

Check the student's performance in the following elements of developing publication materials.

Place an X in the appropriate box indicating not accomplished, partially accomplished, or fully accomplished. If, because of special circumstances, the item was impossible to complete, place an X in the "Not Applicable" box.

Performance Level: All items must receive a rating of FULLY ACCOMPLISHED (or Not Applicable). If any items are rated Not Accomplished, or Partially Accomplished, the student and instructor will discuss this and decide which learning activities must be repeated.

	Student Performance			
	Not Applicable	Not Accomplished	Partially Accomplished	Fully Accomplished
In planning the layout and makeup of a promotional flyer and catalog page, the student:				
1. Determined how material will be used	[ ]	[ ]	[ ]	[ ]
2. Determined material which should be included	[ ]	[ ]	[ ]	[ ]
3. Determined method of reproduction	[ ]	[ ]	[ ]	[ ]
4. Designed an attractive layout considering these factors:				
a. Material was pleasing to the eye	[ ]	[ ]	[ ]	[ ]
b. Material was easy to read	[ ]	[ ]	[ ]	[ ]
c. Message was clearly stated	[ ]	[ ]	[ ]	[ ]
d. Layout and makeup were appropriate for method of reproduction	[ ]	[ ]	[ ]	[ ]

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INSTRUCTOR'S MANUAL

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NOTES TO THE TEACHER

You should provide catalogs of office and school furniture for students' use in completing Self-Check II and Check-Out II. You will also need to have magic markers, crayons, or colored pens available for students' use in doing Check-Out II.

The Instructor's Final Checklist, page 10, is a perishable item and should be duplicated for your evaluation of each student's performance.